

Things that cost money

The Mission

Things that make money

Key Partners
Who do we need to work with in order to produce and deliver our solution?

Key Activities
What do we need to do in order to produce, market, and deliver our solution?

Key Resources
What do we need to have in order to produce, market, and deliver our solution?

Value Proposition
What problem do we solve, and how do we solve it?

Customer Relations
How do we talk to our market about our solution?
How do we get more customers?

Channels
How do we deliver our solution to our customers?
Where will customers find our solution?

Market & Customer Segments
Who needs our solution?
How many people need our solution right now?
How many will eventually need it?

Cost Structure
How much will our key activities, resources, and partners cost us?

Revenue Streams & Pricing Model
How will we get paid for the solution we provide?